



TTU-91.1002 Marketing Management – 2006-12-09

Questions will be graded based on the definitions and/or interpretations of the course book and other exam materials. A dictionary is allowed. You may use Finnish, Swedish or English for your answers. The answers should be well organized and compact. The recommended length for answers to question 1 is under half a page. A suitable length for an essay is 1 to 2 pages. Return at least one sheet where you have completed your personal information. *Use clear handwriting!*

Good luck!

1. Define and explain.
 - a. Customers' four C's
 - b. The five-stage model of buying process
 - c. Positioning
 - d. Niche marketing
 - e. Internal marketing

max 10 p

Select two of the following essay questions and answer **ONLY** these two questions. If you answer more than two questions, the question with the best score will be left out of the final grading.

2. Define differentiation. There are several major dimensions along which a company may differentiate its offering. Discuss how IKEA differentiates itself from the other furniture companies along these dimensions.

max 15 p

3. There are several psychological, social and personal factors that influence the buying behavior of consumers. Describe and discuss two factors from each category. How would each of these six factors shape the buying behavior of your 17-year-old cousin in a situation where she is about to buy a new hit music album?

max 15 p

4. Discuss the role of segmentation in today's corporations. Under which conditions companies should segment their markets, and what kinds of advantages or disadvantages might follow from segmentation? What are the requirements of a good segment? Compare and contrast the course book's view on segmentation with "Strategic Segmentation" presented by Juha Mattsson and/or "Fact-based Segmentation" presented by Jan Feller.

max 15 p